

# Autumn Style Impressions

## Fashions For Autumn Now Shown In All Their Beauty

**AUTHENTIC** styles for the coming season-- both in ready-to-wear garments and fabrics--displayed in lavish quantities and exceeding in richness all previous exhibits.



### The Latest Street Dresses

**T**HERE are so many new ideas embodied in the incoming styles that it is impossible to give a correct impression of the many new features. Materials of French serges, broadcloths, diagonals, chevots, light weight storm serges, many fancy suitings, velvets, corduroys, messalines, crepe meteor and combinations of velvet and chiffon. Trimmed in novel ways with lace braids, silk loops, hand embroidery, piping, etc. Nearly every color is represented, hence, every person's individual taste can be satisfied.

Prices \$7.95 to \$79.50

### Elegant Evening Costumes

**M**OST elegant costumes for evening wear are shown in exclusive models, many of which are exact reproductions of gowns from the great Parisian modistes. Crepe meteor, allover lace, chiffon, jeweled and hand embroidered nets are the favored materials used in these magnificent gowns. Also a number of dainty styles for young ladies and misses are shown in chiffon, crepe de chine and nets, combined with lace and hand embroidery, with girdles and sash effects of messaline and ribbon.

Prices \$16.50 to \$139.50

### Neckwear

**A**MONG recent arrivals in the Neckwear Department we mention the side jabot (or frill) to be worn with lingerie waists and tailored suits, Windsor and four-in-hand ties in all the new shades and "Butterfly" bows for tailored waists.

### "Onyx" Hosiery

The name stands for quality. The fall shades are now shown in silk, lisle and cotton, plain, jacquard and embroidered styles.

### "Fownes" Kid Gloves

have no superior. Shown in staple and the new match shades.

"Dagmar" \$1.50 "Phyllis" \$2.00

### Ribbons

New ribbons, messaline, taffeta and the fancy Persian effects. Velvet ribbons representing all the new shades, such as "Kelly" green, American Beauty, currant, king's blue and Coronation purple.

### Rug Department

Our present display of Oriental and domestic rugs is the most extensive ever made in El Paso.

We have devoted our entire window space on Mesa Avenue to this exhibit. Not only rugs but draperies are shown in wonderful variety.



### The Children's Dresses

**"THE POPULAR"** is noted for its fine selections in children's dresses. This fall we have outdone all previous efforts and are prepared to show you the largest and best line in the whole Southwest. Serges, challies, French linens and repps, in all the pretty shades.

### Your Fall Suit

You Had Better Pick It Out Now

**A** GOOD many men and young men are finding some very nice things here. Let us put one away for you.

Hart, Schaffner & Marx, Rogers Peet & Co. and "High School Brand"

lines are full of good things for any man, or young man, to wear. The color, the weave, the style you want and the size that will fit you correctly--that's what we would like to show you here when you are ready.

\$20.00 to \$40.00

Any of you young fellows who haven't yet worn, or seen, the "Shape-Maker" model ought to have a look at it now. It's a good one--lots of smart, snappy, lively style--in new colorings and weaves.

\$12.50 to \$18.00

"MANHATTAN" AND "BATES STREET" SHIRTS.  
HAWES VON GAL AND STETSON HATS.  
"STACY-ADAMS" AND "FEL-LWCRAFT" SHOES

## Tailored Suits--Superior In Every Way

**"FASHION NOTES"** and "Popular" suits are synonymous, the one is found in the other. For your inspection many clever models in two and three piece styles will be displayed Monday. Made of rough mannish mixtures, rich pencil stripes, smooth and rough diagonals, broadcloths, French serges, zibeline finished fancies, smooth mixtures, velvets and corduroys. Made with new low revers and broad collars--trimmings of velvet, braid, frogs, buttons and fringes--all the new features in trimmed skirts, gored skirts, panel front and back effects. Prices range from \$13.50 to \$97.50.

### Misses' and Junior Coat Suits

These jaunty suits, made with all the style and care put into our most expensive garments, are to be had in the smart rough mixtures, Scotch tweeds, serges, chevots and fancy mixtures. The most wanted colors are blue, brown and gray. Prices \$13.50 to \$44.50.

### Skirts

Choice new models in a large assortment of colors and black and white, two and three piece panel and gored styles, trimmings of buttons, fringe and braids. \$4.95 to \$21.50.

### Latest Fall Coats

Separate coats for fall are very attractive. We are showing a splendid assortment of Scotch tweeds and plaids, polos, broadcloths and serges. Large sailor and high roll collars in plaid or plain, fancy buttons. The colorings are beautiful. Prices \$15.50 to \$49.50.

### Waists

This season finds us with a very large assortment of waists, nets, chiffons, messalines and marquises. A number of waists to match coat suits are shown this fall.



### Preliminary Showing of the Moderately Priced Pattern Hats for Fall

**M**ONDAY we will make the initial showing of the new pattern hats for fall. In this first showing we will specialize on street and dress hats at moderate prices. These are authoritative styles direct from New York's foremost milliners and show the trend of the season's fashions. Nearly a hundred exclusive pattern hats will be on display, giving a remarkable variety of both shape and design.

### Things for New Babies

**O**UR Infants' Department this fall is filled with the most beautiful little garments we have ever shown. This means the most beautiful infants' wear ever seen in El Paso. Not only for the wee infants but for the older babies this Department can supply you with everything needed.

### Trimmings

That Conform to Correct Fashions

**F**OR the coming fall season "The Popular" has created a great demand for quantities of lace, including the moderately priced as well as the most expensive hand made. We make mention of the following, which are much in evidence.

Macreme, Craquele, Alencon, Point de Venice and Oriental

These laces are from 1 1/2 to 2 1/2 inches wide. They come in white, cream and ecru, in galloons, bandings, flouncings and edgings. For reception and dinner gowns we have many new designs in gold and silver bandings and flouncings. In the dew-drop nets, so much used for overdresses and tunics, we offer widths from 22 to 44 inches, in pink, light blue, lavender, white and cream, priced from \$1.50 to \$5.00 per yard.

One of the novelties in the Trimmings Section are semi-made peasant waists of dew-drop chiffon, in black, white and the most popular shades.

Another late novelty are the chemise and wool embroidered bandings in Egyptian and Oriental designs. Fringe and ball-tipped trimmings are also much in evidence.

### MAIL ORDERS

If you can't come in person to do your fall shopping send us your order by mail. We will fill it carefully, giving you the benefit of any special low price.

## The Basement

The Basement, like other departments at "The Popular" offers new fall goods. We mention--

**GALATEA CLOTH**--in all the newest patterns for fall wear, light, medium and dark colors, a yard 17 1/2-2c.

**SHIRAZ CLOTH**--a novelty weave in a medium weight fabric for kimono and dressing saques. A number of novelty effects shown in this line. A yard, 15c.

**COTTON PLAID SUITINGS**--a large variety of patterns, suitable for ladies' waists and children's school dresses, a yard 25c.



**The Popular**  
DRY GOODS CO. INC.